

## 2020 Informed Delivery® Promotion

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# 1. Background

Informed Delivery is a consumer-facing feature that provides users the opportunity to digitally preview their household mail and manage packages arriving soon; business mailers can conduct an “interactive campaign” which integrates colorful and interactive campaign elements to enhance and extend the mail moment for consumers, thus reaching their target audiences on a digital channel.

The United States Postal Service’s (USPS) Informed Delivery Promotion (the Promotion) offers a 2% discount on postage for business mailers who register for the Promotion and conduct an Informed Delivery interactive campaign on qualifying mailpieces. The intent of the Promotion is to encourage business mailers to participate in Informed Delivery campaigns and create a positive user experience throughout the campaign submission process.

# 2. Promotion Description

Business mailers wishing to participate in the Informed Delivery Promotion and claim the 2% discount on postage must register for the Promotion and conduct an Informed Delivery interactive campaign on mailpieces entered through a Business Mail Entry Unit (BMEU) or a Detached Mail Unit (DMU). It is critical that the Informed Delivery campaign be representative of the corresponding physical mailpiece sent to an Informed Delivery user.

**Promotion Registration Period:** July 15, 2020 – November 30, 2020

**Promotion Period:** September 1, 2020 – November 30, 2020

**Discount Amount:** 2% of eligible postage. The discount is calculated in *PostalOne!*<sup>®</sup> and applied to the Postage Statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. The discount is applied to the normal postage prices listed in the published [Price List \(Notice\)](#)

**Eligible Mail:**

- First-Class Mail<sup>®</sup> automation letters, postcards, and flats
- USPS Marketing Mail<sup>™</sup> automation letters and flats
- Nonprofit USPS Marketing Mail<sup>™</sup> automation letters and flats

**Ineligible Mail:**

- Non-automation mail (letters, postcards, and flats)
- Saturation mail flats
- Destination Delivery Unit (DDU) flats<sup>1</sup>
- CR-RT 5-Digit Pallets flats<sup>1</sup>
- Every Door Direct Mail (EDDM) letters, postcards and flats
- Detached Address Label/Detached Marketing Label flats
- Business-to-Business or Business-to-Institution/Campus mailings<sup>2</sup>
- Package campaigns are ineligible

See [Appendix D](#) for the mailing statement (3600-FCM5; 3602-R1, 3602-N1) line items that are eligible for the promotion.

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<sup>1</sup> DDU and CR-RT 5-Digit Pallet flats entry make it operationally difficult to produce the accurate and timely inclusion of the representative image in an Informed Delivery users’ email notification, and are therefore excluded from the Promotion.

<sup>2</sup> Business addresses and/or addresses without a USPS delivery point do not receive Informed Delivery notifications at this time.

NOTE:

- An Intelligent Mail® barcode (IMb®) and delivery point address is required on mailpieces in order to produce an Informed Delivery image for consumers. Participants are responsible for testing and confirming that mailings contain the correct IMb (and nesting information, if applicable), and recipient address list, to trigger an Informed Delivery campaign prior to participation in the Promotion.
- Only Mailer ID (MID)-based and IMb Serial Number (Range)-based Informed Delivery interactive campaigns qualify for the Promotion.

### 3. Promotion Authorization Requirements

Mailers and MSPs must follow the steps outlined below to be eligible to receive a 2% discount as part of the Promotion:

1. **Review resources on the Informed Delivery for Business Mailer Website**

([usps.com/informeddeliverycampaigns](https://usps.com/informeddeliverycampaigns)) to learn about Informed Delivery, discover how the feature works, understand the required elements of an Informed Delivery Interactive campaign, and how to successfully enter an Informed Delivery Campaign.

USPS strongly recommends Promotion participants complete several Informed Delivery campaigns *prior* to participating in the Promotion. It is also suggested to complete these campaigns using the Informed Delivery campaign submission method (e.g., Mailer Campaign Portal or *PostalOne!*®) that you plan to use during the Promotion Period. This is especially important for campaigns submitted via PostalOne! as submission failures using this method are common.

2. **Register for the Informed Delivery Promotion on the Business Customer Gateway (BCG).** (See detailed instructions in [Section 4.](#)) This step is only required once for participation during the 2020 Informed Delivery Promotion Period.

3. **Submit a JPEG or PDF of the campaign elements to the Promotion Office** ([Promotion-InformedDelivery@usps.gov](mailto:Promotion-InformedDelivery@usps.gov)), using the campaign **brand display name** in the email subject line, and include the campaign code(s) and/or date ranges (if possible) in the body of the email. See below for required campaign elements which must be included in your submission:

- a. **Ride-along Image** with a strong Call-to-action (CTA) are **required** for all Informed Delivery interactive campaigns.
  - i. The Ride-along Image and CTA cannot encourage online bill payment or the elimination of mail (ex., “Tap here to go paperless” or “Click here to pay your bill online”).
  - ii. CTA area must be no less than 20% of the Ride-along Image area.
  - iii. CTA must have enough color contrast to stand out in the Ride-along Image.
  - iv. The Ride-long destination URL landing page must have a HTTPS
  - v. The Ride-along Image’s destination URL landing page must allow for bypassing of email capture. (ex. a destination URL landing page that requires an email address to continue would not qualify)
  - vi. The Ride-along image to destination URL must allow for by-passing of a pop-up (ex. if a pop-up is used on the destination URL, the pop-up must have an option to cancel/close the pop-up and return to the destination URL)
  - vii. The Ride-along Image’s destination URL cannot encourage the elimination of mail (ex., stop paper statements for a \$5 credit).

Resources: See [Appendix B](#) of this document for examples of valid/invalid CTA’s, image designs, and best practices.

- b. **Representative Images** are **required** for Informed Delivery interactive campaigns conducted on **flat-sized mailpieces** but are **optional for letters**. If a representative image is used, you must also include the following in your submission:
  - i. Image of the physical mailpiece with the address and non-address side clearly labeled.
  - ii. The Representative Image, must include a color representation that closely replicates the corresponding physical mailpiece sent to an Informed Delivery user. (See [Appendix B](#))
  - iii. The Representative Image and/or the physical mailpiece cannot encourage the online bill payment or elimination of mail (ex., “Click here to pay your bill online” or “See inside to go paperless”).

**Note:** Campaign Image Requirements document for image sizing and specifications can be found at [usps.com/informedeliverycampaigns](https://usps.com/informedeliverycampaigns)

4. **Receive approval from the Informed Delivery Promotion Office** prior to mailing; a response is typically provided within **four (4) business days**. All steps must be completed for all mailings claiming the Promotion.

NOTE: If you *must cancel a campaign*, please use the same campaign code as the cancelled campaign but with an added element (i.e. XY\_v2). This will save time reviewing/inquiring on canceled or zero result campaigns.

NOTE: Only one Promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.

## 4. Promotion Registration Requirements

Mailers wishing to claim the Promotion discount must register for the 2020 Informed Delivery Promotion on the BCG ([gateway.usps.com](https://gateway.usps.com)) via the Incentive Program Service. Promotion participants must complete their registration which includes agreeing to the Promotion terms and specifying which permits, MIDs, and Customer Registration IDs (CRIDs) will be participating in the Promotion. The Promotion Office recommends that participants register several days in advance of the first qualifying mailing.

Visit the PostalPro™ website ([postalpro.usps.com/Promotions/registration](https://postalpro.usps.com/Promotions/registration)) to review the user guide for the Promotion registration. **If you need additional assistance with registering for the Promotion, please contact the PostalOne! Helpdesk at (800) 522-9085 or email at [postalone@usps.gov](mailto:postalone@usps.gov).**

As part of the terms of participation, all MSPs and mailers must complete a series of brief surveys about their participation in the Promotion. USPS encourages all participants to share mailing and/or campaign performance metrics resulting from the use of the Promotional technology or technique.

### 4.1 Auto Enrollment (for Mail Service Providers)

Electronic Documentation (eDoc) enrollment using Mail.dat® or Mail.XML enables MSPs to enroll their clients in real-time when submitting eDocs claiming the Promotion. During Postage Statement finalization, *PostalOne!* will validate that the MSP CRID in the eDoc is enrolled as an MSP.

- The *PostalOne!* system will enroll the client(s) in the Promotion based on the "Mail Owner" field data in the eDoc and only then will calculate the discount if there are no system warnings.
- *PostalOne!* will perform validations and generate warnings for MSPs that are not registered and for invalid CRIDs or Mailer IDs. If a warning is discovered, *PostalOne!* will process the eDoc and allow the mailing without failing the file, but the Promotion discount will not be applied to the mailing.

## 5. Mailing Submission Requirements

### 5.1 Documentation/Postage Statement

Mailing statements must be submitted electronically via Mail.dat®, Mail.XML, or Postal Wizard.

The Electronic Documentation (eDoc) must include the MIDs for MID-level campaigns or the MIDs and IMb Serial Number Ranges for IMb Serialized campaigns for the Informed Delivery mailpieces claiming the Promotion.

The eDoc must identify the mail owner and mail preparer in the “By/For” fields by CRID, MID, or Permit number.

- Mail.dat/Mail.XML submissions can include mixed MID-based and IMb Serial Number (Range)-based Informed Delivery campaign references on the same Postage Statement.
- Mail.dat and Mail.XML users may use either the Informed Delivery Mailer Campaign Portal (MCP) or submit their Informed Delivery campaign elements embedded within the Mail.dat or Mail.XML files.
- The CCR file must be populated with the two-letter characteristic “PI” for the Promotion to claim the Promotion discount for mailings submitted via Mail.dat or Mail.XML.

NOTE: Participants intending to submit a MID-level Informed Delivery campaign embedded within their Mail.dat/Mail.XML eDoc Postage Statement will not be able to also claim a full-service discount (because barcodes in the eDoc will automatically create a Serial (Range)-based campaign). In this instance, the only way to claim both a full-service and Informed Delivery Promotion discount is to submit your MID-Level campaign via the MCP.

Separate Postage Statements are required for all MID-based and IMb Serial Number (Range)-based Informed Delivery campaigns submitted via Postal Wizard. (i.e., Postal Wizard submissions cannot include both MID and Serial (range)-based campaigns on the same statement submission). Mailers who use Postal Wizard must create their Informed Delivery campaigns through the MCP or through a Mail.dat Referenceable Mail Barcode (RMB) submission.

Participants are required to affirmatively claim this Promotion in the “Incentive Claimed” section on electronic Postage Statement submissions certifying each mailpiece and Informed Delivery campaign meets all eligibility requirements.

### Combined and Commingled Mailings

The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying mail must be submitted on separate postage statements or by mailpiece version.

Technical Language: Only one promotional discount will be applied per mailpiece version (identified by .mpu Mail Piece Unit and .mpu Segment ID). In a commingled mailing which may contain multiple mail owners, a mailpiece version must be created for each mail owner. The incentive can be claimed independently for each using the CCR file. If needed, mailers may continue to use either the .csm Postage Group ID or the .mpa Customer Reference ID in order to create separate child statements for the pieces which are eligible for incentives. If a mailer is using the customer reference ID to create separate statements a unique MPA record must be created for pieces which are claiming incentive rates.

Further technical information can be found in the USPS Mail.dat Technical Specifications document in section 4.3.1.1 Non-Periodicals Key Postage Statement Generation Fields. The verification statement will continue to consolidate child statements per postage statement generation fields in the Table 4-4.

### 5.2 Verification

For the Informed Delivery Promotion discount to be successfully verified\*, every “MID on piece” claiming the Promotion must have a corresponding *submitted* Informed Delivery campaign (and IMb Serial Number range, if applicable) associated with it when the ‘Ready to Pay’ (RTP) file is submitted and when the mailing file is finalized.

\* To accommodate processing issues that may occur during commingling, there is a 1% leniency threshold for the Mail.dat or Mail.XML mail piece versions in the Postage Statement:

- A maximum of 1% of the Mail.dat or Mail.XML mailpiece volume claiming the Promotion may not be associated with an Informed Delivery campaign and still succeed during the verification process.
- If more than 1% of the mailpiece volume fails verification, the Promotion discount will be removed from the entire mailpiece volume and the Promotion discount will not be applied.

*PostalOne!* validates each eDoc submission at RTP and Finalization and checks the following items:

1. Do the mailpieces (MIDs and IMb Serial Ranges) claiming the discount have a related, submitted (or active), and valid Informed Delivery campaign associated with them
2. Does the date range between the campaign Start and End date(s) include the postage statement mail date defined in your eDoc (e.g., the mail date and finalization must be included within the date range of the Start and End date(s) of each Campaign claiming the discount)? This happens whenever and however you submit your eDoc and/or Informed Delivery campaigns.

#### **First Validation: eDoc submitted as Ready to Pay (RTP)**

The related Informed Delivery campaign(s) must be in a submitted (or active) status. MCP or Mail.dat RMB campaigns must be submitted no later than 6PM EST the day prior to RTP submission and finalization, and RTP submission and finalization no earlier than 6AM EST the day following a pre-6PM EST campaign submission\*. For campaigns embedded with Mail.dat/Mail.XML submissions, this validation can and will occur at the same time.

#### **Final Validation: eDoc is finalized**

The related Informed Delivery campaign(s) must be in a submitted or active status. MCP or Mail.dat RMB campaigns must be submitted no later than 6PM EST the day prior to eDoc finalization and eDoc finalization no earlier than 6AM EST the day following a pre-6PM EST campaign submission\*. For campaigns embedded with Mail.dat/Mail.XML submissions, this validation can and will occur at the same time.

\* For campaigns submitted prior to 6PM EST via the MCP or Mail.dat RMB, the eDoc cannot be submitted prior to 6AM EST the following day. For campaigns submitted after 6PM EST via the MCP or Mail.dat RMB, the eDoc cannot be submitted prior to 6AM EST on the second day following the submission day.

NOTE: USPS recommends that Mail.dat RMB campaigns be submitted well in advance of eDoc submissions to avoid processing delays due to the potential high volume of RMB submissions by mailers. For verification, the **minimum** submission lead timeline for a Mail.dat RMB campaign submission is the same as a MCP campaign submission.

The Informed Delivery campaign End Date must be no less than five days (for First-Class Mail) or nine days (for Marketing Mail) following your final USPS mail finalization date. Failure to do so may result in the campaign not being correctly applied to the mailing and, thus, forfeiture of the Promotion as outlined in [Section 3.1](#).

NOTE: If any Informed Delivery Campaign included in the Postage Statement fails verification, the Promotion discount will not be applied to that entire Postage Statement version.

See [Appendix C](#) for example scenarios and timelines.

Mail must be tendered for acceptance during the Promotion Period of September 1, 2020 – November 30, 2020.

- ***PostalOne!*** All Promotion-eligible mailings must be finalized **no earlier than September 1, 2020** and **no later than 11:59:59 PM EST on November 30, 2020**.
  - If *PostalOne!* issues arise during the Promotion period which prevents the timely finalization of Postage Statements within the *PostalOne!* system please follow the instructions in the [PostalOne! External Contingency Plan on Postal Pro](#).

- Mailer Campaign Portal (MCP): For a valid Informed Delivery campaign to be associated to an Informed Delivery Promotion mailing, the Informed Delivery campaign must be submitted in the Informed Delivery MCP or Mail.dat RMB **no later than 5:59:59 PM EST on November 29, 2020.**
- Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the Promotion Period and qualify for the Promotion will be accepted at destination entry postal facilities through December 15, 30, 2020 (PS Form 8125). A PVDS mailing that qualifies for the Promotion cannot have verification or the actual drop ship occur prior to September 1, 2020; any qualifying mailing that is accepted and paid for prior to this date is not eligible for the Promotion discount.

### 5.3 Postage Payment Method

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. OMAS and “Official Government Mail” mailings are **not** eligible for the promotion.

### 5.4 Meter Mail/Precanceled Payment Option

Meter mailers who wish to claim the discount must affix the appropriate reduced postage amounts based on the promotion discount applied to the normal postage prices listed in the chart below;

Processing Category	Incentive Postage Amount Affixed
First-Class Mail Cards	0.24
First-Class Mail Letters auto and presort	0.36
First-Class Mail NM Letters	0.58
First-Class Mail Flats - auto and presort	0.40
USPS Marketing Mail™ Regular Auto/PRSRT/CR Letters	0.14
USPS Marketing Mail™ Regular Auto/PRSRT/CR Flats	0.13
USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Letters	0.05
USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Flats	0.05

Mailers must select the appropriate Postage Affixed Method options below:

- If mailer is eligible for VAR/CVAR Meter Mail, all options are available (Lowest, Correct, and Neither)
- If a mailer is not eligible for VAR/CVAR Meter Mail, the only option is “Neither”
- If mail is precanceled, the only option is “Neither”

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

All existing requirements around mail preparation and acceptance as they are described in the Domestic Mail Manual (DMM) remain in place. Please refer to the [Mailing Standards of the United States Postal Service Domestic Mail Manual](#) for more information.

**NOTE:** Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount

## 6. Requirements at Mail Acceptance and Post-Mailing

Participants must provide a hard copy mailpiece for each Informed Delivery campaign claiming the Promotion discount to the BMEU/DMU/acceptance clerk at the time of mailing. If a mailer or mailing agent submits Promotional mailings from multiple mailers or for multiple Informed Delivery campaigns, and/or multiple mailpiece designs, a hard copy of each distinct mailpiece must be presented to the BMEU/DMU. All mailings are subject to standard acceptance and verification procedures.

- **Seamless Acceptance:** Mailers entering mail at the BMEU or DMU (and have a Postage Statement already auto-finalized) must submit a mailpiece sample for each distinct Informed Delivery campaign and/or distinct mailpiece design with their confirmation page
- **Self-Service Terminal (SST):** Mailers will see the message below and **must** certify the agreement and submit a mailpiece sample and Postage Statement to the BMEU Clerk:

*"This mailing has been identified as participating in an incentive program. By clicking OK, I certify that I am tendering a production mailpiece sample for each Informed Delivery campaign and postage statement to the acceptance employee for verification."*

### 6.1 Post Mailing Requirements

The Promotion Office will review mailpieces collected at BMEUs/DMUs and Informed Delivery Promotion data to verify that submissions meet Promotion requirements. If campaigns are cancelled<sup>3</sup> after the mailing submission, the promotion office will be reviewing these campaigns to confirm they meet the Promotion requirements. If you must cancel a campaign, please use the same campaign code as the cancelled campaign but with an added element (i.e. XY\_v2). This will save time reviewing/inquiring on canceled or zero result campaigns. **The Postal Service reserves the right to pursue a revenue deficiency for mailings and related Informed Delivery campaigns that do not meet all Promotion requirements, unenroll the mailer from the Promotion, or restrict participation in future Promotions.**

Additionally, all mailers who receive the discount must retain a hard copy of the mailpiece until September 30, 2021; and if requested by the Postal Service, forward the mailpiece to the Promotion Office.

As stated earlier in [Section 4](#), as part of the terms of participation, all MSPs and mailers must complete the survey(s) about their participation in the Promotion. USPS encourages all participants to share mailing and/or campaign performance metrics resulting from the use of the Promotional technology or technique.

## 7. Technical Requirements

The following criteria must be met to receive the Promotion discount; failure to meet this criteria will make mailpieces ineligible for the Promotion discount.

- The CCR file must be populated with the two-letter characteristic "PI" for the 2020 Informed Delivery Promotion to claim the Promotion discount for mailings submitted via Mail.dat or Mail.XML.
- The Informed Delivery campaign Start and End Dates must include the mailing date for the mailpieces claiming the Promotion discount.
- For MID and IMb Serialized Informed Delivery campaigns, there must be a corresponding mailpiece MID-on-piece and/or IMb Serial Number range that meets or exceeds the mailpiece version volume claiming the incentive.
- eDocs submitted as Ready to Pay (RTP) must have related Informed Delivery campaigns in a submitted or active status when the eDoc statement is both submitted and finalized.

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<sup>3</sup> If you *must cancel a campaign*, please use the same campaign code as the cancelled campaign but with an added element (i.e. XY\_v2). This will save time reviewing/inquiring on canceled or zero result campaigns.

## 8. Promotion Audits

Informed Delivery campaigns that are sent as part of the Promotion, but do not appear in any consumers Informed Delivery notifications, will be reviewed. **NOTE: If campaigns are deemed unsuccessful due to an erroneous/invalid Informed Delivery campaign submission, the Postal Service reserves the right to pursue a revenue deficiency.** See [Appendix C](#) for a list of possible campaign failure causes.

Be aware that during the audit process, which is conducted during and after the promotion period has ended, it is discovered that a campaign was not authorized to claim the promotion discount, a campaign was mailed prior to receiving authorization to claim the promotion discount or the approved campaign elements were changed, edited or altered, the USPS reserves the right to pull any discount claimed and remove the mailer and/or MSP from participating in any USPS Mailing Promotions.

## 9. Informed Delivery Promotion Office Contact Information

**Email:** [Promotion-InformedDelivery@usps.gov](mailto:Promotion-InformedDelivery@usps.gov)  
**Mail:** US Postal Service  
Attn: Informed Delivery Promotion Office  
PO Box 23282  
Washington, DC 20026-3282

To the extent possible, the Promotion Office responds to **inquiries within four (4) business days after receipt.** Inquiries are handled on a first-in, first-out basis.

Visit the PostalPro™ website ([postalpro.usps.com/Promotions](https://postalpro.usps.com/Promotions)) for information and resources pertaining to 2020 USPS Promotions.

Specific Resources for Informed Delivery Campaigns:

For assistance with developing and submitting Informed Delivery campaigns via the **Mailer Campaign Portal**

- Please reference the [Mailer Campaign Portal User Guide](#) to get started.
- The Portal is available to all business mailers via the [Business Customer Gateway \(BCG\)](#) under the "Other Services" tab.

For assistance with developing and submitting Informed Delivery campaigns via **PostalOne!**®

- Please reference the [PostalOne! technical guides for Informed Delivery](#) on PostalPro for more information.
- Contact the *PostalOne!* support team at [USPSInformedDeliveryeDoc@usps.gov](mailto:USPSInformedDeliveryeDoc@usps.gov) for more information.

**If you need additional Informed Delivery campaign support, email [USPSInformedDeliveryCampaigns@USPS.gov](mailto:USPSInformedDeliveryCampaigns@USPS.gov) or call (1-877-329-7206).** Hours of operation are Monday Friday from 7:00 a.m. to 5:00 p.m. CT except for federal holidays observed by USPS®.

Informed Delivery campaigns that are sent as part of the Promotion, but do not appear in any consumers Informed Delivery notifications, will be reviewed. **NOTE: If campaigns are deemed unsuccessful due to an erroneous/invalid Informed Delivery campaign submission, the Postal Service reserves the right to pursue a revenue deficiency.** See [Appendix C](#) for a list of possible campaign failure causes.

## **Appendix A: Informed Delivery Promotion Check** List

Complete each step below to claim the 2020 Informed Delivery Promotion discount:

- Review resources on the Informed Delivery for Business Mailers website ([usps.com/informeddeliverycampaigns](https://usps.com/informeddeliverycampaigns)).
- Complete the 2020 Informed Delivery Promotion registration on the BCG.
- Submit a JPEG or PDF of the following information to the Promotion Office email ([Promotion-InformedDelivery@usps.gov](mailto:Promotion-InformedDelivery@usps.gov)) and reference the **campaign brand display name(s)** in the email subject line:
  - Campaign Ride-along Image with a clear Call-to-Action
    - If using a Representative Image, in addition to the Ride-along image, you must also provide:
      - Image of the Informed Delivery mailpiece outside panels (address and non-address side) clearly identified.
      - The Representative Image, which must include a close representation of the outer envelope or exposed panel portion of the physical mailpiece.
  - Receive approval from the Promotion office prior to mailing
- Verify that the Mail date is within the Informed Delivery Interactive Campaign Start/End date and the campaign is in a Submitted status at the time of the mailing/ "Ready to Pay" submission (review [Section 5](#) for detailed instructions)
- Create the Postage Statement which includes the following information for the Informed Delivery mailpieces:
  - a. Informed Delivery Promotion Component Characteristics Record (CCR) file "PI" (Mail.dat/Mail.XML)
  - b. MIDs and IMb Serial Number Ranges
- Provide hard copy mailpiece(s) to BMEU personnel at the time of the mailing

**NOTE:** The discount must be claimed at the time of the mailing during the Promotion period and cannot be rebated after the Promotion closes.

## **Appendix B: Informed Delivery Campaign Promotion Required Best Practices**

Informed Delivery interactive campaigns with a clear and compelling Call-to-Action (CTA) can drive user response, potentially increasing your campaign's ROI. When creating your Informed Delivery interactive campaign elements, the following are required:

## Creating a Strong Call-to-Action (CTA)

For the purposes of the Promotion, below is a list of example acceptable and unacceptable CTAs designed to drive click-throughs. Please note that CTA's cannot encourage elimination of mail or online activity by mail.

### Examples of Acceptable CTA:

- ✓ Manage account
- ✓ View account
- ✓ Click here to donate
- ✓ Get 25% off
- ✓ Get your instant quote
- ✓ Claim your free gift
- ✓ Secure your home
- ✓ Earn 1.5% cash back
- ✓ Sign up for summer programs
- ✓ Apply now
- ✓ Open an account now
- ✓ Download the app here
- ✓ See offers
- ✓ Click here for additional deals

### Examples of Unacceptable/Unclear CTAs:

- × Go paperless
- × Go Green
- × Sign-up for electronic statements
- × Pay online
- × Donate online
- × Get account info online
- × Save a tree, go electronic
- × Save the environment - go online
- × Avoid paper and get instant access
- × Get future statements online
- × Last Minute Offer
- × Semi-annual Sale
- × Additional Deals
- × A Retailer Name or Logo without a CTA

## Campaign Design

The design and creative of your campaign elements also play a large part in achieving the desired user response. Consider the following when creating your Ride-along and Representative Images:

- ✓ Sync the look, feel, and message of images and the mailpiece for a cohesive experience
- ✓ Use eye-catching color and design clearly to direct the user to the desired action

### Ride-along Image Best Practices:

Ride-along Images are required for all Informed Delivery campaigns. Here are examples of best practices and things to avoid when creating your Ride-along Images:

#### Best Practice



- ✓ Showcase your logo for brand recognition
- ✓ Clear CTA and arrow direct the user to the desired action

#### Requirements:

CTA 20% of RA image area  
CTA with sufficient contrast  
Clear CTA language

#### Things to Avoid



- × Lack of branding leads to brand confusion
- × Too much text and lack of compelling CTA
- × Lack of color contrast is difficult to read
- × Avoid plain text – use good design to customize your campaign!

### Representative Image Best Practices:

Representative Images are required for Informed Delivery interactive campaigns conducted on flat-sized mailpieces but are optional for letters. If used, they must be representative of and enhance the corresponding the physical mailpiece sent to an Informed Delivery user.

Representative Images may include the following:

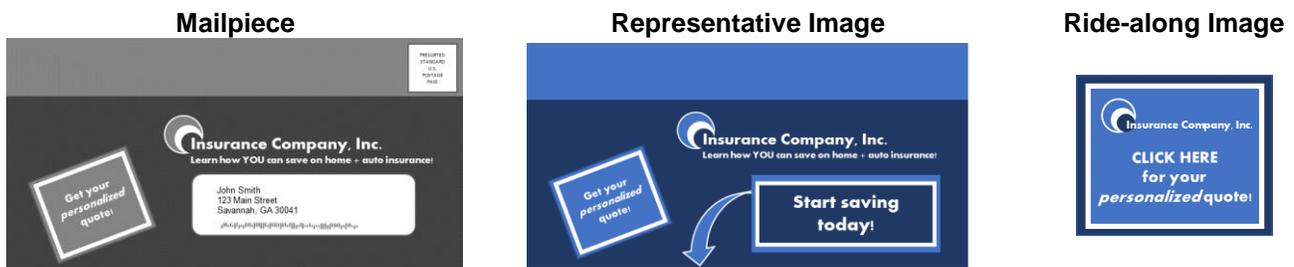
- ✓ The address side or non-address side of the mailpiece
- ✓ Modified recipient address block
- ✓ Directional or complimentary imagery to enhance the Ride-along Image and corresponding mailpiece and/or mailpiece messaging, as long as the representation of the physical mailpiece is clear.

If the background of the Representative Image is light colored, a border/distinctive element must be added to clearly signify the edges of the mailpiece.

### Best Practice:



- ✓ Clear CTA with legible type on a solid colored background directs user to desired action
- ✓ Cohesive look, feel, and message across all images and the physical mailpiece create a cohesive recipient experience
- ✓ Clear CTA builds excitement around an event with a limited time offer



- ✓ Representative Image modifies the address block with “valued customer” or language/imagery supporting the CTA
- ✓ Directional imagery enhances the Ride-along CTA and mailpiece messaging
- ✓ Cohesive look, feel, and message across all images and the physical mailpiece create a cohesive recipient experience

Example of representative image and/or ride-along image that will not qualify:



- × Representative Image does not resemble the mailpiece, creating consumer confusion and diminishing the legitimacy of the platform. Images unrelated to what the individual see in their mailbox are often associated with unsolicited banner ads or other digital noise.
- × Ride-along Image is the brand name/logo only without a compelling CTA. CTA is not compelling or informative.
- × A representative image with a light colored background must have an image border added.

# Appendix C: Example Submission Timelines

The following scenarios detail various timelines for submitting the Postage Statement and Informed Delivery campaigns, as well as key dates and times within eDoc and campaign submissions, to ensure the promotion discount is applied.

## C.1.a. Mailing File does receive Informed Delivery Promotion Discount

**Example:** Marketing Mail

**Campaign Submission Method:** Mailer Campaign Portal (MCP) or Mail.dat RMB

**Campaign Submission Date:** Tuesday, September 3 (after 6:00pm EST)

- **Campaign Start Date:** Friday, September 6

**eDoc file Submitted as Ready to Pay:** Friday, Sept. 6

- **Postage Statement Mail Date:** Sunday, September 8

**Mail Finalization Date:** Sunday, September 8

**Result:** Mailing file will receive the Informed Delivery Promotion discount

- **ID Campaign in submitted status** at time of eDoc submission Ready to Pay and at Mail Finalization
- **eDoc file Submitted Ready to Pay** after 6AM EST Thurs. Sept. 5<sup>th</sup>
- **Postage Statement Mail Date** and Mail Finalization is within ID Campaign Start/End Date



NOTE: MCP Campaign submission and **inputs** are above the timeline; Mailing/eDoc submission and **inputs** are below the timeline.

**C.1.b. Mailing File does NOT receive Informed Delivery Promotion Discount**

**Example:** Marketing Mail

**Campaign Submission Method:** Mailer Campaign Portal (MCP) or Mail.dat RMB

**Campaign Submission Date:** Tuesday, September 3 (after 6:00pm EST)

- **Campaign Start Date:** Friday, September 6

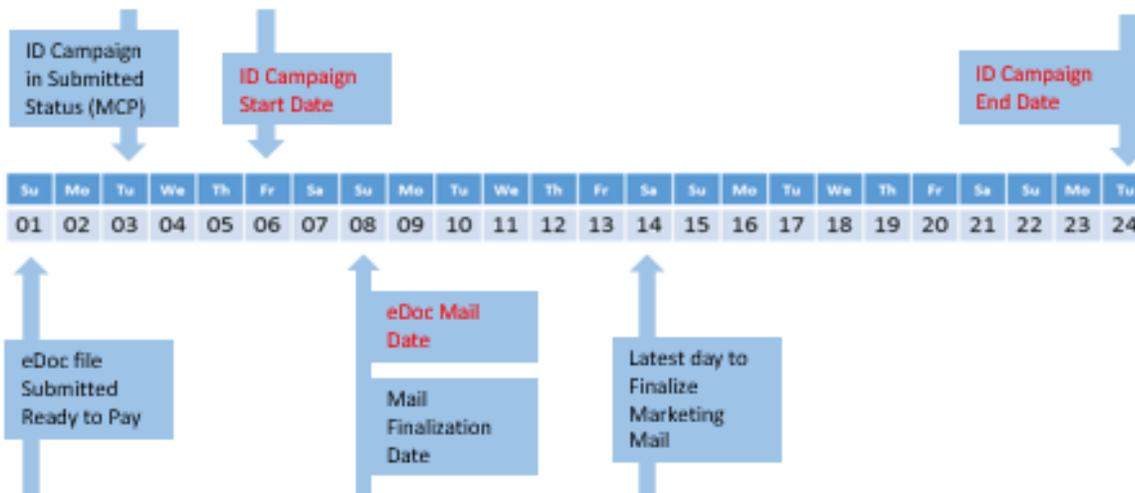
**eDoc file Submitted as Ready to Pay:** Sunday, Sept. 1

- **Postage Statement Mail Date:** Sunday, September 8

**Mail Finalization Date:** Sunday, September 8

**Result:** Mailing file will **NOT** receive the Informed Delivery Promotion discount

- **no ID Campaign in submitted status** at time of eDoc submission Ready to Pay



NOTE: MCP Campaign submission and **inputs** are above the timeline; Mailing/eDoc submission and **inputs** are below the timeline.

### C.2.a. Mailing File does receive Informed Delivery Promotion Discount

**Example:** First Class Mail

**Campaign Submission Method:** Mailer Campaign Portal (MCP) or Mail.dat RMB

**Campaign Submission date:** Wednesday, September 4 (before 5:59 pm EST)

- **Campaign Start Date:** Tuesday, September 10

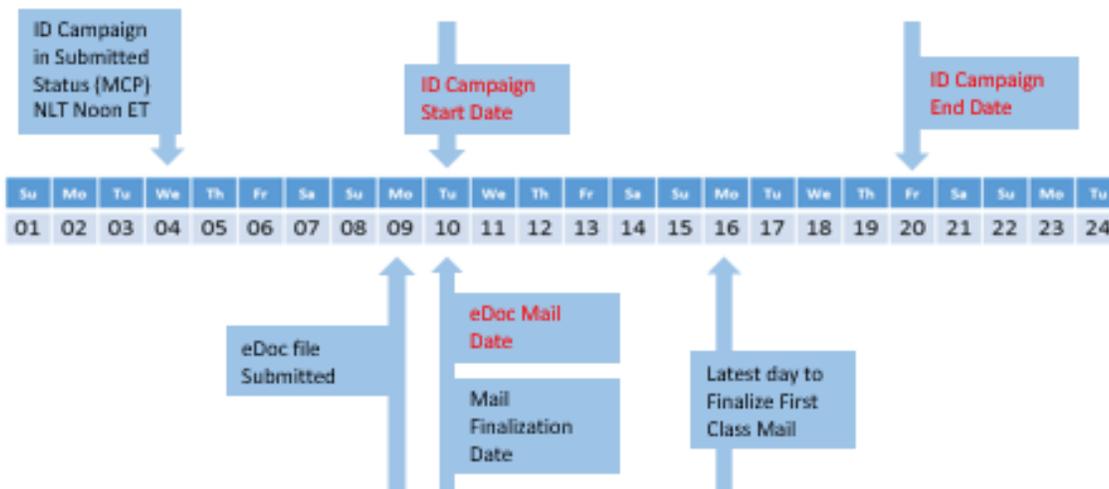
**eDoc file Submitted:** Monday, Sept. 9

- **Postage Statement Mail Date:** Tuesday, September 10

**Mail Finalization Date:** Tuesday, September 10

**Result:** Mailing file will receive the Informed Delivery Promotion discount

- **ID Campaign in submitted status** at time of eDoc submission and at Mail Finalization
- **eDoc file Submitted** after 6AM EST Thurs. Sept. 5<sup>th</sup>
- **Postage Statement Mail Date** and Mail Finalization is within ID Campaign Start/End Date



NOTE: MCP Campaign submission and **inputs** are above the timeline; Mailing/eDoc submission and **inputs** are below the timeline.

**C.2.b. Mailing File does NOT receive Informed Delivery Promotion Discount**

**Example:** First Class Mail

**Campaign Submission Method:** Mailer Campaign Portal (MCP) or Mail.dat RMB

**Campaign Submission date:** Wednesday, September 4 (before 5:59 pm EST)

- **Campaign Start Date:** Tuesday, September 10

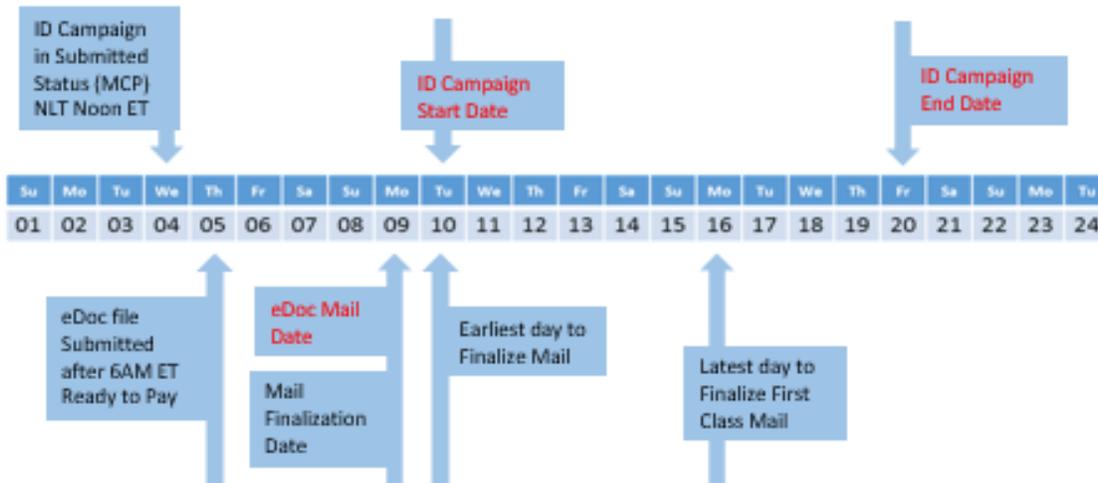
**eDoc file Submitted as Ready to Pay:** Thursday, September 5

- **Postage Statement Mail Date:** Monday, September 9

**Mail Finalization Date:** Monday, September 9

**Result:** Mailing file will **NOT** receive the Informed Delivery Promotion discount

- **Postage Statement Mail Date** prior to ID Campaign Start Date
- **Mail Finalization Date** prior to ID Campaign Start Date



NOTE: MCP Campaign submission and **inputs** are above the timeline; Mailing/eDoc submission and **inputs** are below the timeline.

**C.3.a. Mailing File does receive Informed Delivery Promotion Discount**

**Example:** First Class Mail or Marketing Mail

**Campaign Submission Method:** Mail.dat

**Campaign Submission Date:** Thursday, September 5 (embedded within Mail.dat)

- **Campaign Start Date:** Thursday, September 5
- **eDoc Mail Date:** Thursday, September 5

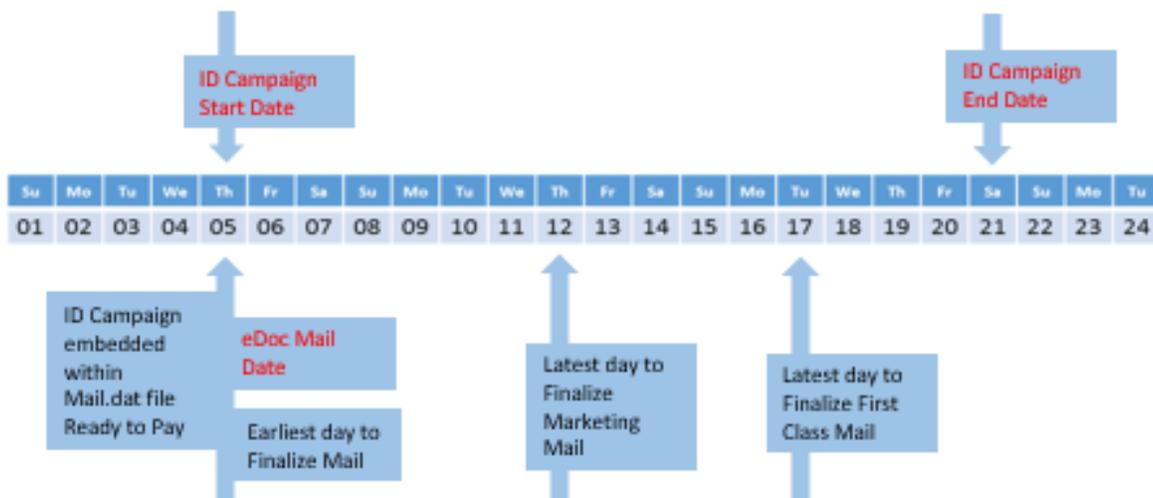
**eDoc file Submitted:** Thursday, September 5

- **Postage Statement Mail Date:** Thursday, September 5

**Mail Finalization Date:** Thursday, September 5

**Result:** Mailing file will receive the Informed Delivery Promotion discount

- **ID Campaign embedded within Mail.dat** at time of eDoc submission Ready to Pay
- **ID Campaign Start Date** on eDoc Mail Date
- **Postage Statement Mail Date** and Mail Finalization is within ID Campaign Start/End Date



NOTE: MCP Campaign submission and **inputs** are above the timeline; Mailing/eDoc submission and **inputs** are below the timeline.

**C.3.b. Mailing File does NOT receive Informed Delivery Promotion Discount**

**Example:** First Class Mail or Marketing Mail

**Campaign Submission Method:** Mail.dat

**Campaign Submission Date:** Thursday, September 5 (embedded within Mail.dat)

- **Campaign Start Date:** Monday, September 9
- **eDoc Mail Date:** Thursday, September 5

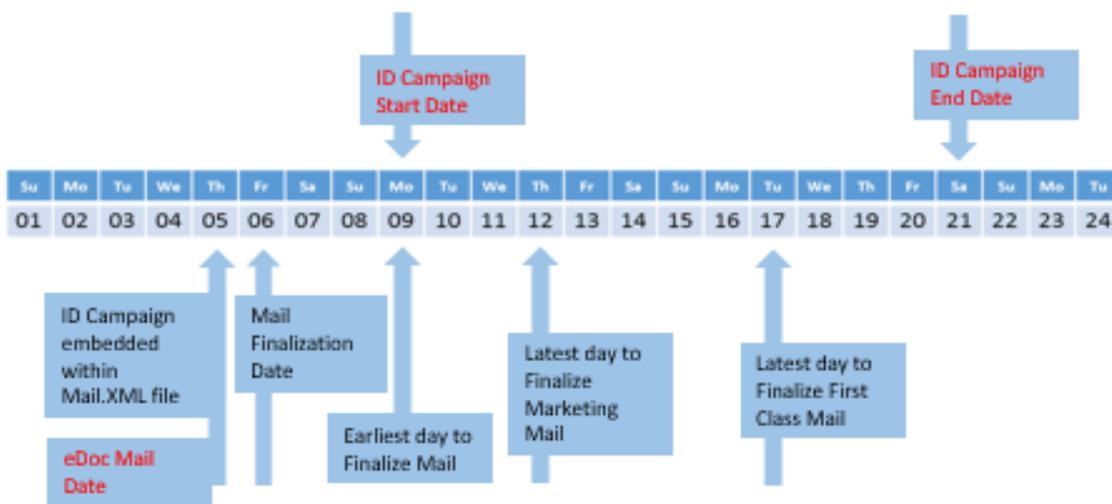
**eDoc file Submitted:** Thursday, September 5

- **Postage Statement Mail Date:** Thursday, September 5

**Mail Finalization Date:** Friday, September 6

**Result:** Mailing file will **NOT** receive the Informed Delivery Promotion discount

- **Postage Statement Mail Date** prior to ID Campaign Start Date
- **Mail Finalization Date** prior to ID Campaign Start Date



NOTE: MCP Campaign submission and **inputs** are above the timeline; Mailing/eDoc submission and **inputs** are below the timeline.

**C.4.a. Mailing Files do receive Informed Delivery Promotion Discount**

**Example:** First Class Mail

**Campaign Submission Method:** Mailer Campaign Portal (MCP) or Mail.dat RMB

**Campaign Submission Date:** Wednesday, August 21

- **Campaign Start Date:** Sunday, September 1

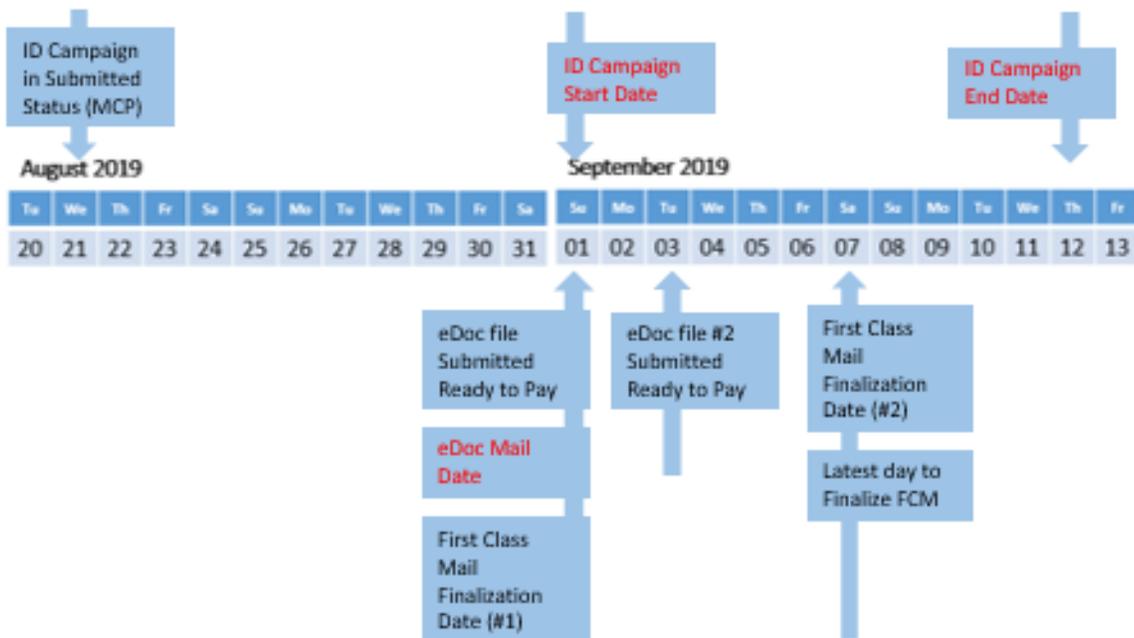
**eDoc file Submitted:** Sunday, September 1

- **Postage Statement Mail Dates:** Sunday, September 1 and Saturday, September 7

**Mail Finalization Dates:** Sunday, September 1 and Saturday, September 7

**Result:** Mailing file will receive the Informed Delivery Promotion discount

- **ID Campaign in submitted or active status** at time of eDoc submission Ready to Pay
- **Postage Statement Mail Dates** and Mail Finalization dates within ID Campaign Start/End Date



NOTE: MCP Campaign submission and **inputs** are above the timeline; Mailing/eDoc submission and **inputs** are below the timeline.

**C.4.b. Mailing File #2 does NOT receive Informed Delivery Promotion Discount**

**Example:** First Class Mail

**Campaign Submission Method:** Mailer Campaign Portal (MCP) or Mail.dat RMB

**Campaign Submission Date:** Wednesday, August 21

- **Campaign Start Date:** Sunday, September 1
- **Campaign End Date:** Thursday, September 12

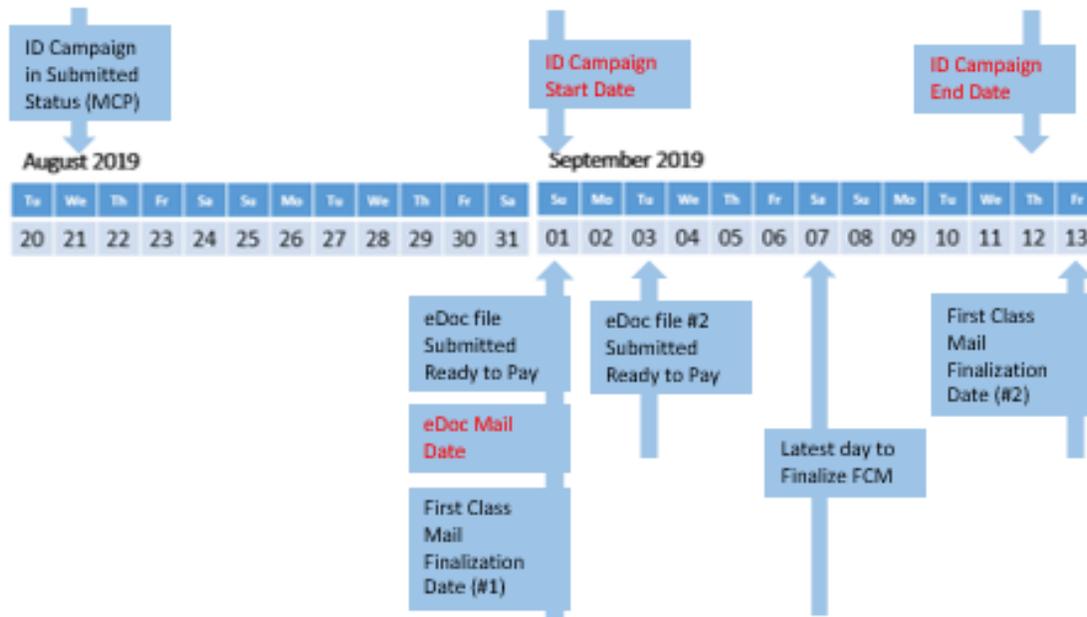
**eDoc file Submitted:** Sunday, September 1 and Tuesday, September 3

- **Postage Statement Mail Dates:** Sunday, September 1 and Friday, September 13

**Mail Finalization Dates:** Sunday, September 1 and Friday, September 13

**Result:** Mailing file #2 will NOT receive the Informed Delivery Promotion discount

- **Postage Statement Mail Date #2** after ID Campaign End Date
- **Finalization Date #2** after ID Campaign End Date



NOTE: MCP Campaign submission and **inputs** are above the timeline; Mailing/eDoc submission and **inputs** are below the timeline.

**C.5.a. Mailing File does receive Informed Delivery Promotion Discount**

**Example:** Marketing Mail

**Campaign Submission Method:** Mail.dat

**Campaign Submission date:** Saturday, November 23

- **Campaign Start Date:** Saturday, November 23

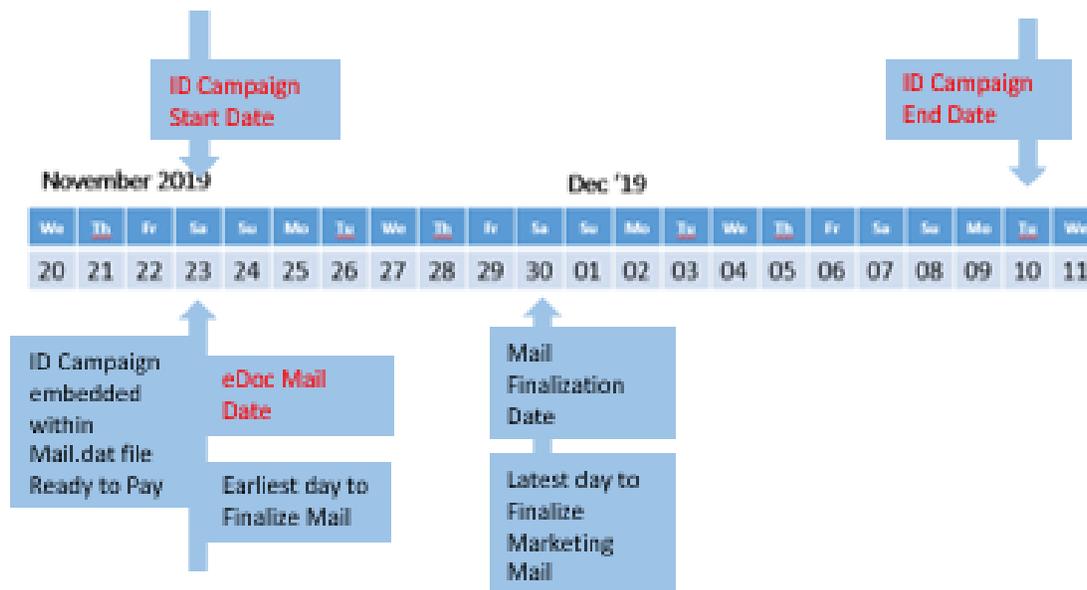
**eDoc file Submitted:** Saturday, November 23

- **Postage Statement Mail Dates:** Saturday, November 23

**Mail Finalization Dates:** Saturday, November 30

**Result:** Mailing file will receive the Informed Delivery Promotion discount

- **ID Campaign in submitted status** at time of eDoc submission Ready to Pay
- **Postage Statement Mail Date** and **Mail Finalization** within ID Campaign Start/End Date



NOTE: MCP Campaign submission and **inputs** are above the timeline; Mailing/eDoc submission and **inputs** are below the timeline.

## Appendix C.6: Informed Delivery Campaign Failure – Possible Causes

It is possible for an Informed Delivery interactive campaign not to “fire” or be activated because of one of the following scenarios:

1. The recipient list was made up entirely of business addresses which do not qualify for Informed Delivery at this time and thus would not receive a notification.
2. The mailpieces were delivered before the campaign Start Date or after the campaign End Date, so the Informed Delivery campaign would not be applied.
  - a. Please view the FAQs on the [Informed Delivery for Business Mailers](#) website for more information on campaign Start and End dates.
  - b. The 2020 Informed Delivery Promotion requirements state that the date the mailing enters the mail must be within the allowable window between the Start and End dates of the related Informed Delivery campaign(s).
3. The MID entered/submitted for the campaign was not the MID on the actual mailpieces.
4. The IMb on the mailpieces fell outside of the IMb Serial Number Range defined within the related Informed Delivery campaign(s).
5. The IMb on the mailpieces was not legible/had print issues or did not contain an 11-digit Delivery Point Code.
6. Informed Delivery campaigns must be run on automation-compatible mail; campaigns run on flat-size (e.g., magazines or catalogues) may not be applied because they are not run through USPS’ automation equipment. On occasion, letter-size mail may also not be scanned and thus Informed Delivery campaigns may not be applied. Please verify scan activity with your IMb Tracking numbers.
7. Campaign status has not gone from Submitted to Active on the campaign Start Date as a result of the user not changing the status.
8. Campaign submitted through mail.dat do not have correct data to enable campaign creation

## Appendix D: Qualifying Mailing Statement Line Items

First Class Mail (3600-FCM5):  
A1-A10, D1-D3, D6-D9

USPS Marketing Mail (3602-R1):  
A1-A8, C1-C12, D1-D22, F2-F5, F7-F10, F12-F15, F28-F31, F33-F36, F38-F41

Non-Profit USPS Marketing Mail (3602-N1):  
A1-A8, C1-C12, D1-D22, F2-F5, F7-F10, F12-F15, F28-F31, F33-F36, F38-F41

NOTE: CR-RT 5-Digit Pallet flats are ineligible, and may impact qualifying under Mailing statement lines F5, F10, F15, F31, F36, F41

